

## AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Currently Amended) A display control method comprising:

displaying a no win state display image, a first reach-state display image, a second reach-state display image, and a win display image on a display portion of a game machine according to a predetermined production pattern in accordance with a result of a lot drawing by the game machine, wherein

displaying the first reach-state display image includes displaying a first advertising image and a first numeral image each corresponding to a first reach-state of the game machine, the first advertising image and the first numeral image being displayed separately at different locations on the display portion of the game machine,

displaying the second reach-state display image includes displaying a second advertising image and a second numeral image each corresponding to a second reach-state of the game machine, the second reach-state of the game machine preceding a win state of the game machine, and the second advertising image and the second numeral image being displayed separately at different locations on the display portion of the game machine,

displaying the win display image includes displaying a third second advertising image and a third second numeral image each corresponding to a the win state of the game machine, the third second advertising image and the second third numeral image being displayed separately at different locations on the display portion of the game machine,

displaying the no win state display image includes displaying a fourth third numeral image without displaying the advertising images, the fourth third numeral image corresponding to a no win state of the game machine, and

the advertising images are displayed on the display portion according to the production pattern when at least one of the reach-state display image and the win display image is displayed, and

displaying the second advertising image when the game machine is in the second reach-state allows a user of the game machine to forecast the win state, during the second reach-state, based on the display of the second advertising image.

2. (Previously Presented) The display control method according to Claim 1, wherein the advertising images have at least one of advertisement contents and display features different from each other.

3. (Original) The display control method according to Claim 1, wherein the advertising image is contained in the display image based on advertising image data obtained through a communication network to display the advertising image on the display portion.

4. (Currently Amended) A display control device comprising:  
a first memory for storing production pattern data concerning a production pattern of a display image;  
a second memory for storing display image data concerning the display image;  
and  
a controller for reading from the first memory production pattern data predetermined in accordance with a result of a lot drawing by a main controller for a

game machine, reading the display image data from the second memory according to the production pattern defined by the production pattern data, and displaying a no win display image, a first reach-state display image, a second reach-state display image, and a win display image on a display device for the game machine based on the display image data;

wherein the display control device further comprises a third memory for storing advertising image data concerning advertising images,

the controller displays the advertising images on the display device for the game machine, the advertising images being contained in the display image based on the advertising image data read from the third memory section according to the production pattern when at least one of the group consisting of the reach-state display image and the win display image is displayed,

the first reach-state display image includes a first advertising image from the advertising images and a first numeral image each corresponding to a first reach-state of the game machine, the first advertising image and the first numeral image being displayed separately at different locations on the display device,

the second reach-state display image includes a second advertising image from the advertising images and a second numeral image each corresponding to a second reach-state of the game machine, the second reach-state of the game machine preceding a win state of the game machine and the second advertising image and the second numeral image being displayed separately at different locations on the display device,

the win display image includes a third second advertising image from the advertising images and a third second numeral image each corresponding to a win state of the game machine, the third second advertising image and the third second numeral image being displayed separately at different locations on the display device, and

the no win display image includes a fourth third numeral image without the advertising images, the no win image corresponding to a no win state of the game machine, and

the win state of the game machine is forecasted to occur by the display of the second advertising image during the second reach-state of the game machine.

5. (Original) The display control device according to Claim 4, wherein the third memory section stores the advertising image data concerning advertising images having at least one of advertisement contents and display features different from each other, and

the controller reads the advertising image data corresponding to the result of a lot drawing from the third memory section to display the advertising images on the display device of the game machine by containing the advertising images in the display image based on the advertising image data.

6. (Original) The display control device according to Claim 4, further comprising a receiver for receiving the advertising image data through a communication network,

wherein the controller stores data received by the receiver in the third memory as the advertising image data concerning advertising images.

7 – 8 (Cancelled).